The Sacramento Observer

FASHION

SUMMER, 1974

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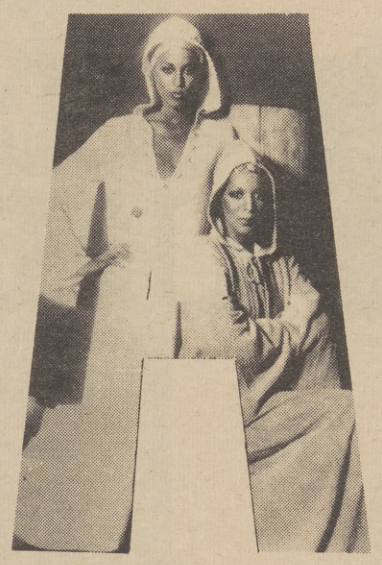
summer



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issue

DIGGING THE SCENE WITH A MEAN LEAN

On the right, Pam sports a pretty white, bare button front dress of polyester sharks skin with navy stitching from Junior Dresses while Cheryl shows a Jones of New York white cotton/polyester twill Western jacket and pants with navy, red and white print shirt. By In-Tempo Sportswear.

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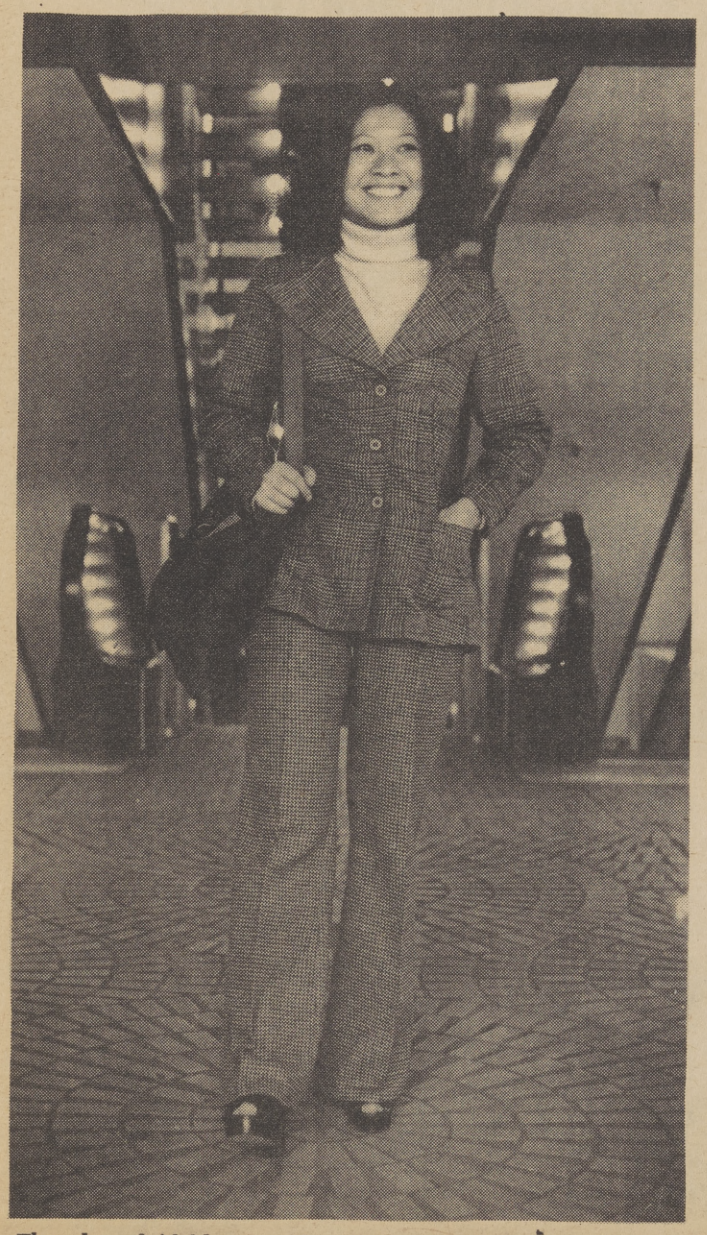
1974: Year of Casual Levi's



The glen-plaid blazer and coordinated houndstooth check jeans by Levi's for Me are right on target for fall! They're both of a washable, wool-like polyester. Under the blazer is a heather-toned cotton turtleneck by Levi's Juniors. The spot on which she's standing is located in Levi's new world headquarters building in San Francisco.

Levi's Long Trail skirt and "Sparkle Plaid" Western skirt, streaked with silver threads, to non-stop from an early morning coffee break in the cafeteria of the new Levi Strauss Building in San Francisco to a late Irish coffee in one of the city's night spots! The skirt and shirt are by Levi's for Me.

As predicted, there's been no "revolution" in women's fasions for the fall of 1974 -- except where Levi's for Gals fasions are concerned.

This fall, Levi's is offering an extensive collection of contemporary as well as classic sportswear for Juniors and Misses in both natural and synthetic fabrics, designed with more of an eye toward style than ever before, but not forgetting that comfortable fit, durability and versatility are the world-famous characteristics of Levi's garments.

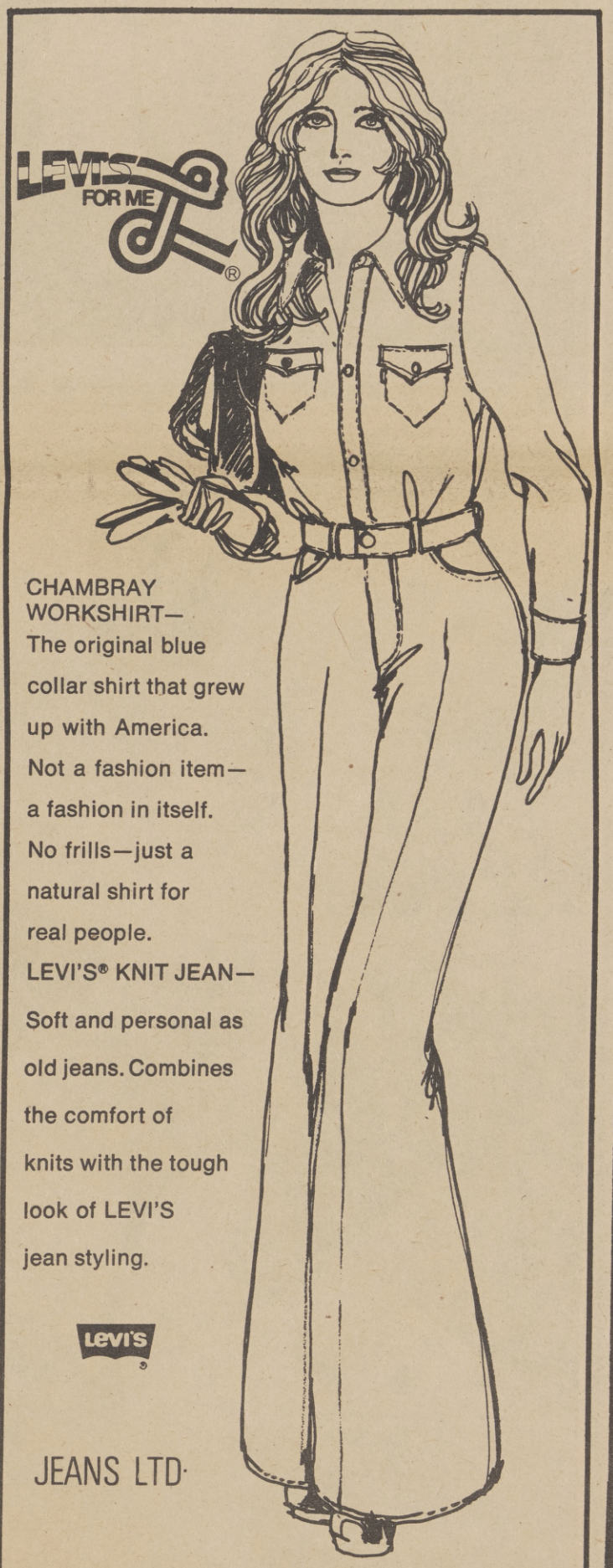
This year, Levi's gives Juniors and Misses the jacket for all outdoors, shaped like the familiar denim topper, but fleeced out from collar to waistband with a sherpa-like lining and finished off with quilted sleeves. In corduroy or denim, it's one jacket that goes off to college or camps out with equal elan.

Two innovative designs in Junior jean-and-jacket sets are the Side Trail and the Arrowhead. The former group is named for the side section on the outside of the pant leg and on the back of the shirt jac; the latter is titled for the double chevrons on the back of both the pants and the short jacket. A new pleat-back jacket is also available as an alternate topper for the pants.

The biggest excitement for Misses in the Levi's for Me Fall line comes from the tailored "together" look created by blazers in solid and checked tones of the season -- nutmeg, navy, camel, spruce, gray, and mulberry -- over matching or coordinating pants. These blazers by themselves, in corduroy, denim, or a washable polyester that doubles for wool, signify the beginning of a whole new trend in Levi's for Gals.

Three new styles of jeans have joined the Levi's for Me collection, too. The Carpenter jean has deep in-seam side pockets stitched with an "X;" the Arcuate jean has two front patch pockets with acurate shaped flaps; and the Bandwagon jean has angled front pockets with trim the width of the waistband.

The finishing touches for both Levi's Juniors and Levi's for Me, can be found in the big assortment of cotton knit turtlenecks in bright and heather tones, acrylic knit crew and turtleneck sweaters and vests, and print and solid shirts in traditional styles and in the new Nantucket silhouette that's yoked and gathered back and front.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High temperatures make swim wear of utmost interest and this season finds it playing a dual role. Karen, right, models a brightly colored bikini with a coordinated cover-up pajama skirt outfit from swim wear. On the left, Pam is clad in crisp white polyester shorts of sharks skin topped with a cotton knit T-shirt with stitched trim. This ensemble is from In-Tempo Sportswear from Weinstocks.

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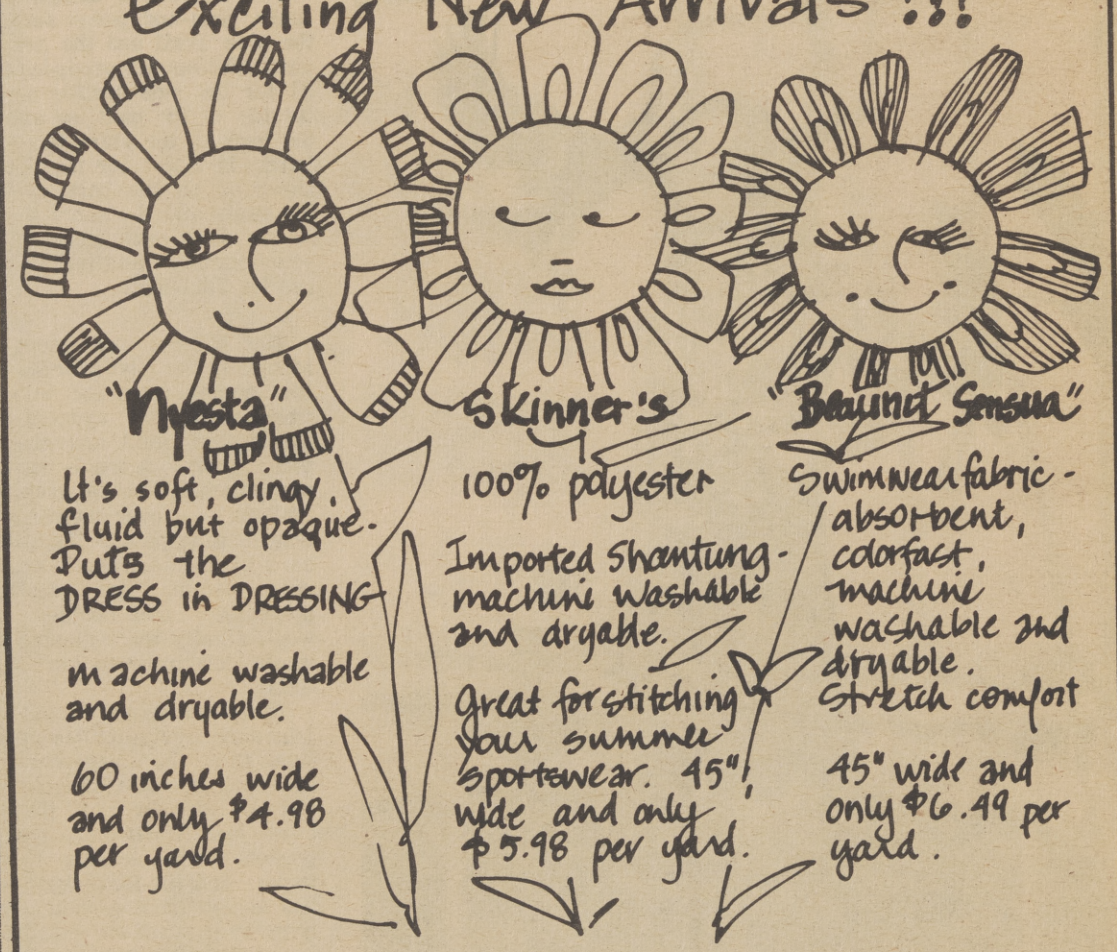
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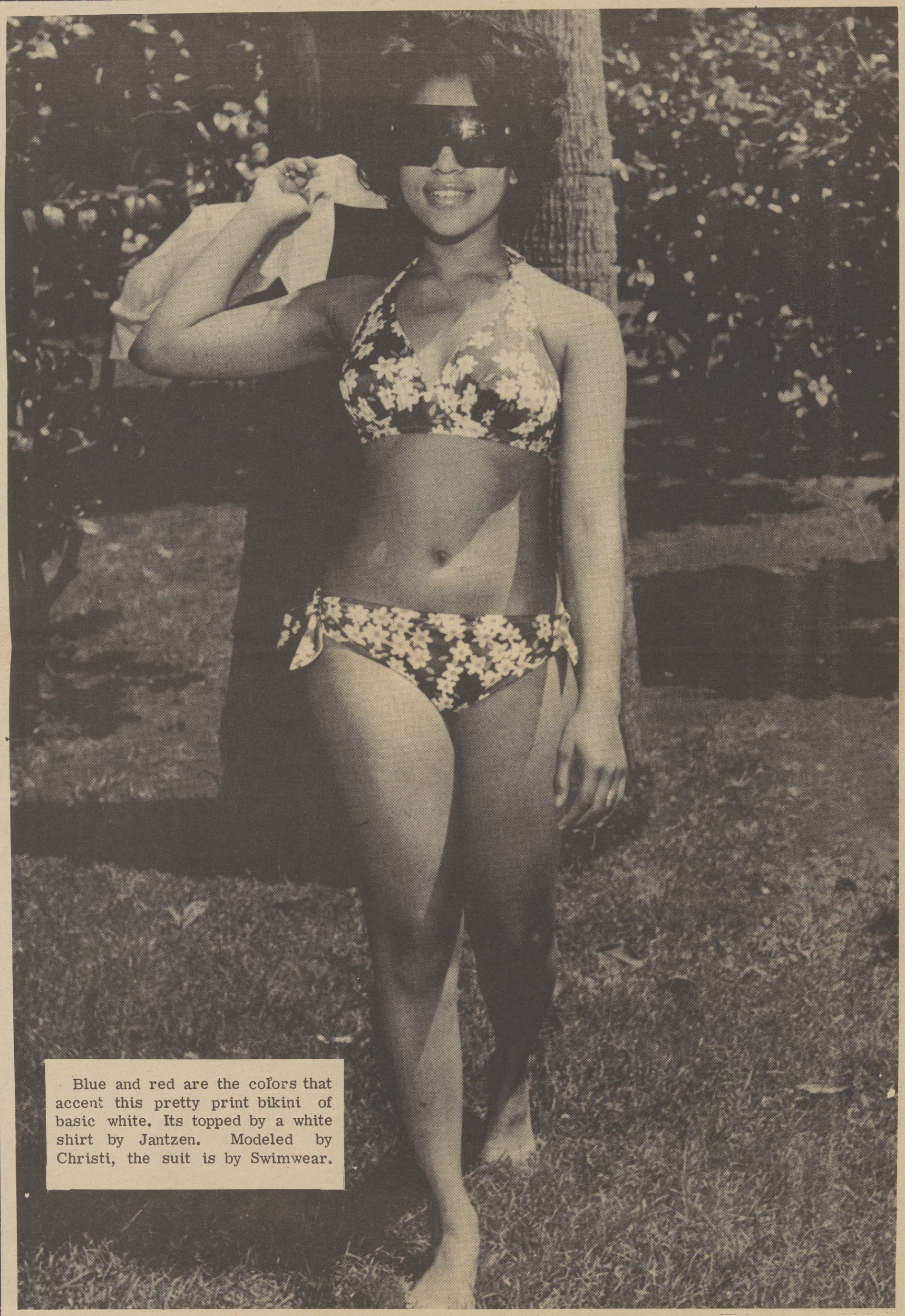
More swimtime for 'Gina who is delightful in this navy and white geometric maillot swimsuit and shirt from Weinstocks Swimwear.



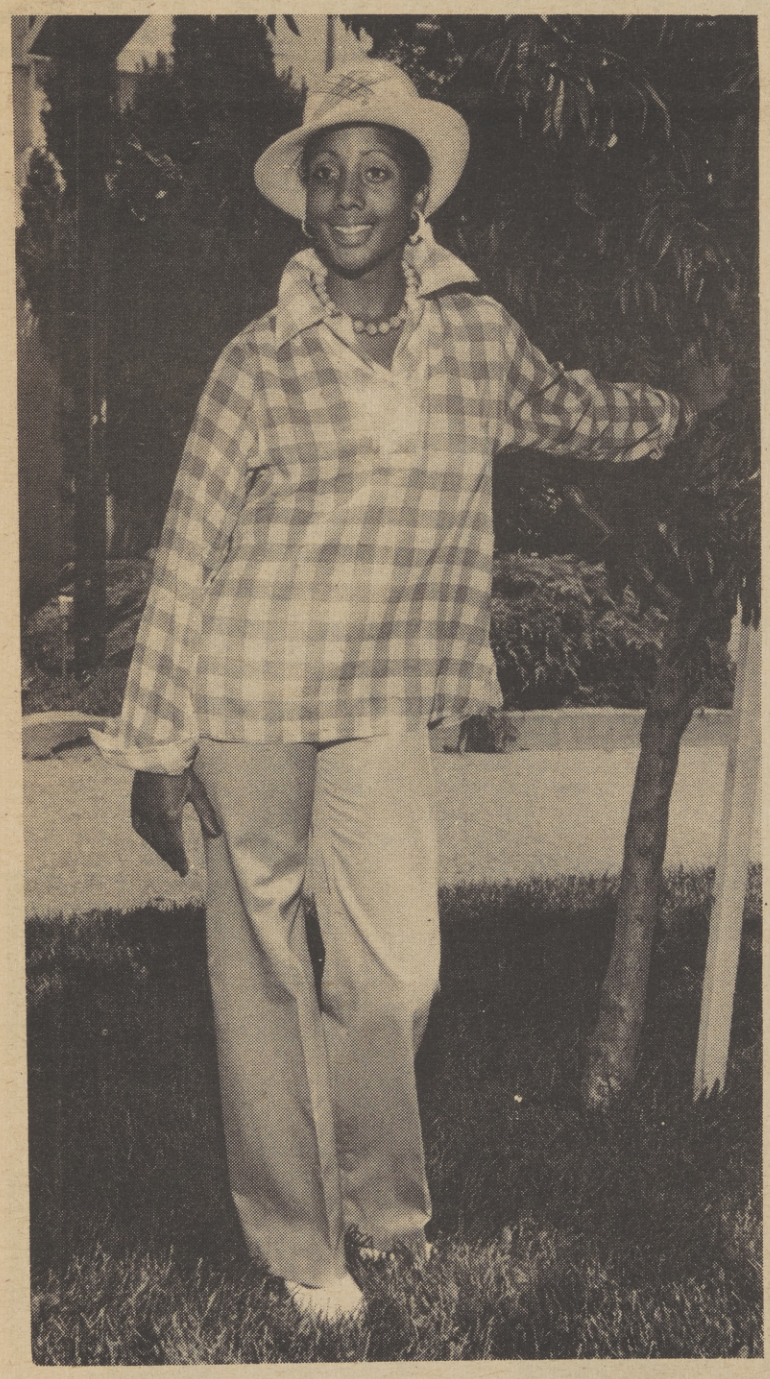
Blue and red are the colors that accent this pretty print bikini of basic white. Its topped by a white shirt by Jantzen. Modeled by Christi, the suit is by Swimwear.

This black, brown and white geometric printed maillot swimsuit gives Gina a flair of dramatic simplicity. It is completed by a long white cardigan beach coat from Swimwear.

Once more Swimwear makes lovely model Christi, even more so by providing a green maillot swimsuit and navy, green and white print shirt.

For those special occasions, Lanie, left, dons a Ms. Arpeja pale yellow polyester knit evening gown which features a bar surplice bodice while Karen chooses a brown scenic print two-piece pajama pants. Both outfits are from Moderate Dresses at Weinstocks.

This navy blue button front skirt from Weinstocks Misses Sportswear is modeled by Lanie. It is accented by a striped belt, and coordinated striped front shirt. Cheryl on the left, is decked out in a green and white bare checked halter with tie front and coordinated white shorts in polyester and cotton twill from In-Tempo Sportswear.



Cheryl is definitely "IN" in this bright green cotton polyester twill jeans pant with green and white checked voile Big Top shirt from Weinstocks In-Tempo Sportswear.

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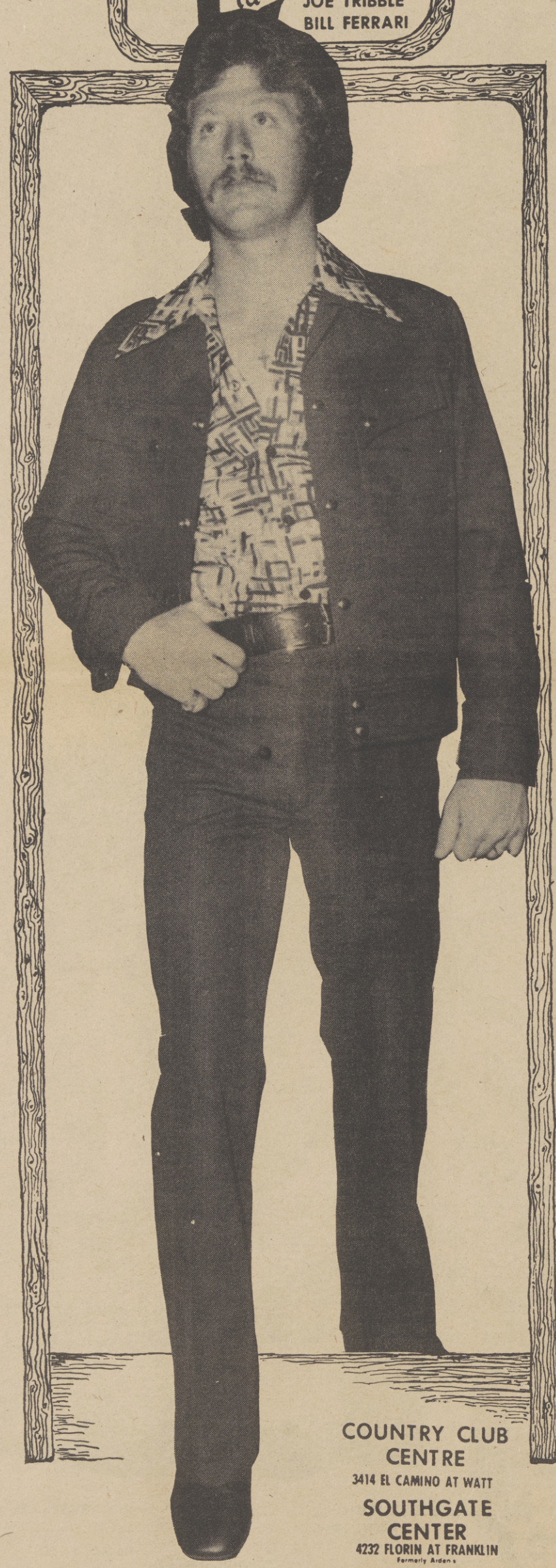

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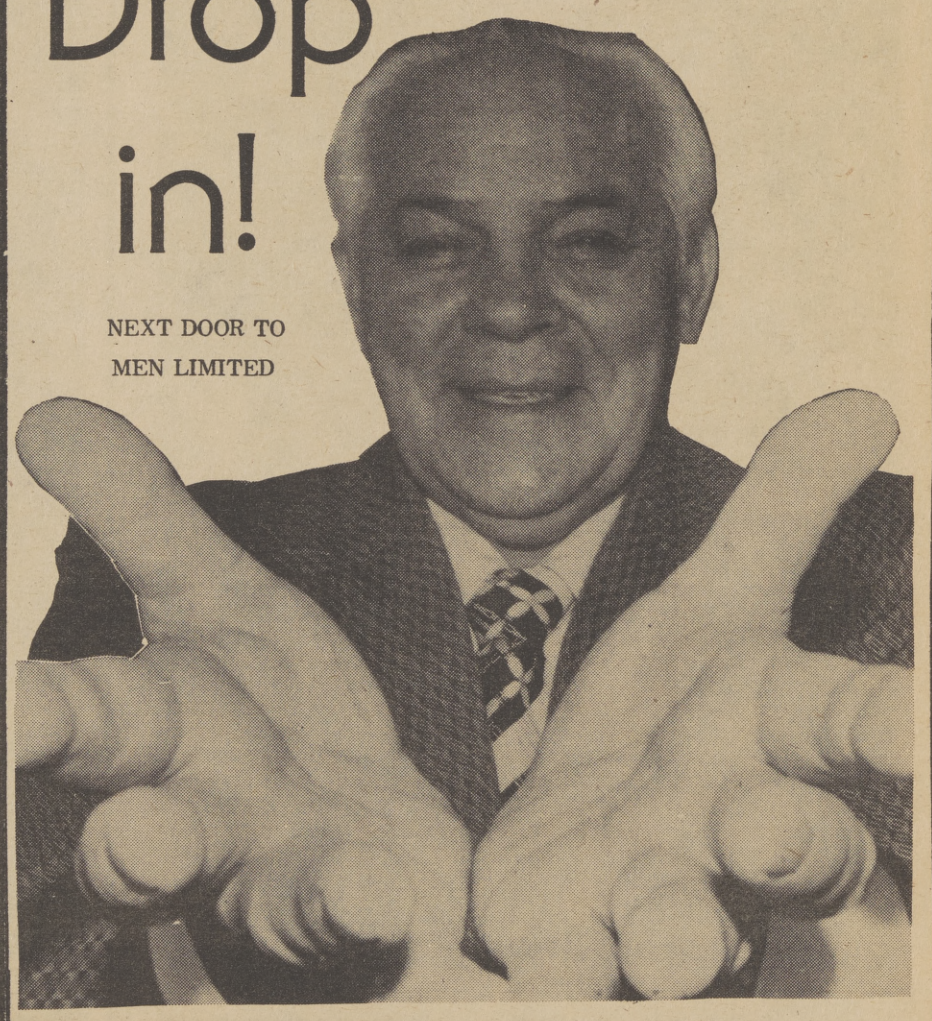

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Lounge Wear

Sleepwear offers this contemporary lounge wear that is listed among the very latest worn by Pam. It features a fresh touch of lace and a strawberry trim.

Left, Leon Bennett, Kinney Shoe Stores national fashion coordinator in the classic white patent slip-on. Center, the young man's sturdy oxford in two-tone brown leather. Left, Dad wears denim from head to toe; Kinney's denim blue fabric and lether oxford with wafer platform.

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